



ROBERTS ELECTRIC • NOVEMBER 2017

Hello:

It is with great sadness that we note the passing of our father, Don Pitcock, on August 19. Loyal clients dating back to the early days remember my Mom and Dad. They purchased the company in 1960, and my Dad taught me the electrical business.

He was a renaissance man-- attorney, contractor, artist, musician, motorcycle enthusiast, golfer, avid reader and so much more. A Marine during WWII, my Dad came home and went to the University of Minnesota on the GI Bill and subsequently studied at the California College of the Arts and Crafts.



It has been a process to accept his passing, but memories of our family together, and our relationship with our Dad, are many and treasured.

Rest easy, Dad--
Dan and Valerie

Featured Project: Glamorous Shinmai, Oakland's New Izakaya Restaurant

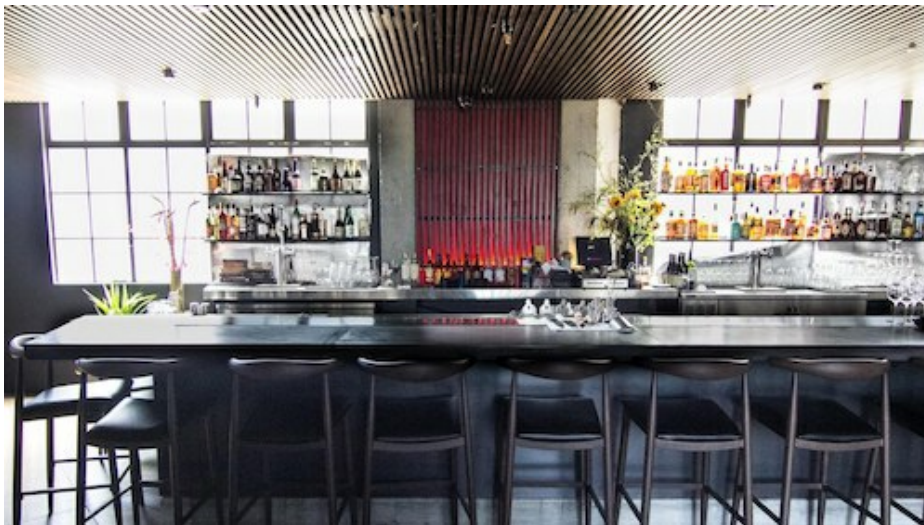


Energy-saving recessed LED lights highlight a menu of ramen, sushi and small plates

Roberts Electric teamed with Buestad Construction on Oakland's new Izakaya restaurant, Shinmai, an adaptation of traditional Japanese architecture. We worked closely with the owner, Buestad and the lighting designer to install a sophisticated lighting scheme that met the restaurant's unique design aesthetic--the backdrop for Shinmai's specialty menu of ramen, small plates, sushi and grilled items.



An additional row of track lighting provides more comprehensive illumination in this smaller dining area



Shinmai required a full electrical installation that included ventilation, lighting controls, refrigeration and safety features

“ We hired Roberts Electric because we knew we could trust their expertise in load calculations and their ability to navigate complex lighting energy-efficiency codes. The results: We passed each stage of the required inspections without difficulty. The RECO team was efficient and responsive to a constantly changing schedule throughout the project. RECO is our go-to electrical contractor.

— *Buestad Construction*

[Read more about this project on our website.](#)

RECO Teams with Buestad

Construction on Alameda Estate

RECO is proud of our long-term relationships with area contractors, and we've partnered with Alameda's Buestad Construction on both residential and commercial projects. We recently completed an extensive remodel of the largest estate in Alameda. There were many challenges on this project which lasted for much of a year. We rewired the entire estate to bring it up to current standards, while retaining the traditional aesthetic of this lovely old home.

Moving neighborhood transformer to project site required savvy, resourceful electrical team

This project necessitated the installation of a new pad mount transformer onto the project site, moving all existing and future feeds underground--an unusual undertaking for a residence, requiring extensive coordination with the local utility and the City.



We needed an electrical partner that was savvy, resourceful and patient. Despite a few hiccups, RECO once again delivered. A team without their skills and collaborative sensibility would not have been up to the challenges of this project.

—*Buestad Construction*

Meet the RECO Team:

Francisco Hernandez

Francisco Hernandez has worked at Roberts Electric for just a

year and a half, but in a short time he's contributed to several large-scale, high-profile commercial projects--San Francisco's event space, The Pearl, and Palo Alto's Anthropologie. He's currently working on the Concord Whole Foods.



Opportunity to learn on complex commercial projects

Francisco began working in the electrical industry as an apprentice five years ago, and he's still in training. California requires eight thousand hours of hands-on experience before he can take the test to become a licensed electrician. "I hope to take the test in early 2018. I like working at RECO and with Dan. I have the opportunity to continue to learn on these large complex projects."

Born and raised in Oakland, this is where Francisco is raising his family. His 15-year old son is studious and a self-described nerd. He and his 11-year old daughter share a love of baseball—they attend A's games together and love to go fishing.

About Roberts Electric

We've been family owned for more than 80 years; we're proud of our strong community ties and the relationships we've built.

As the City has evolved, so has Roberts

We like that people recognize the RECO brand--our trucks as we drive through the City's



neighborhoods. We're proud to have played a role in Oakland's historic development and excited to be part of the vibrant city that Oakland is today. We're a company that's transcended the old and embraced the new.

Our own little neighborhood is exploding with growth. We feel the energy and spirit, along with an emerging attitude that if we all work together we can get it done. We're solving problems every single day, finding new and better ways to work with our partners, our clients and our City. This has always been a fundamental principle at [RECO](#), and it's key to our continued success.

**[Contact RECO](#) about your next electrical project:
510.834.6161**



ROBERTS ELECTRIC CO.
High Powered Electrical Work Since 1932

510.834.6161

info@robertselectric.com

robertselectric.com

2408 Webster Street

Oakland, CA 94612

CA Lic #728215

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